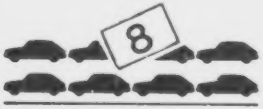
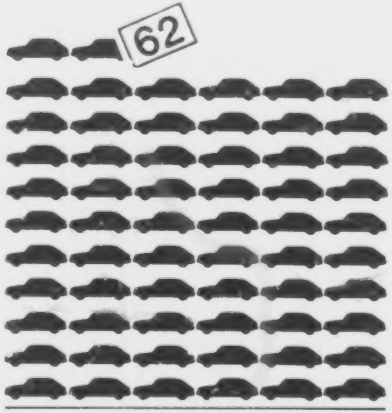
How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS

POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R.L. POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

C7715-3A

JULY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	16513	12597	128.58	1.81	1.60
(Alliance)	8512	9271	91.81	.95	1.18
(Encore)	6582	-	-	.73	-
(Eagle)	1219	1914	63.42	.13	.24
CHRYSLER	29417	20765	137.05	3.21	2.63
(Laser)	5129	-	-	.57	-
(Le Baron)	9518	6754	138.90	1.06	.86
(E/NY/S RV/NPT)	14504	13056	107.18	1.58	1.65
DODGE	34395	32112	106.54	3.80	4.07
(Daytona)	3855	-	-	.43	-
(Colt/Vista)	3318	3620	91.30	.37	.46
(Conq/Challenger)	311	1685	19.58	.04	.21
(Omni)	10045	9308	107.91	1.10	1.18
(Aries)	9059	9962	90.94	1.00	1.26
(Diplomat)	2644	2190	120.00	.29	.28
(Dodge 400/600)	5155	4943	103.30	.57	.63
PLYMOUTH	27542	27595	98.99	3.05	3.50
(Colt/Vista)	2825	3211	87.51	.31	.41
(Conq/Sapporo)	293	1487	19.64	.03	.19
(Horizon)	10498	8721	119.69	1.16	1.11
(Reliant)	12327	13559	91.65	1.37	1.69
(Gran Fury)	1599	819	187.42	.18	.10
CHRYSLER CORP	90214	80472	111.83	10.06	10.20
FORD	108253	93758	114.12	11.99	11.88
(Escort)	31256	31759	97.88	3.46	4.02
(Fairmont)	-	2045	-	-	.26
(Tempo)	22129	12906	169.56	2.45	1.64
(LTD)	31399	24377	126.47	3.48	3.09
(Mustang)	11177	10170	108.67	1.24	1.29
(T-Bird)	12292	12499	97.13	1.36	1.58
LINCOLN	12939	7520	168.47	1.43	.95
(Mark VI & VII)	2553	2627	95.20	.28	.33
MERCURY	44813	35923	122.67	4.96	4.56
(Zephyr)	-	4220	-	-	.05
(Topaz)	5934	4232	139.58	.66	.54
(Cougar)	9719	8028	118.40	1.08	1.02
(Capri)	1396	1896	72.73	.15	.24
(Lynx)	5333	8234	64.57	.59	1.05
LINC/MERC DIV	57752	43443	130.60	6.53	5.51
FORD MOTOR CO	166005	137199	119.34	18.58	17.39
BUICK	81575	73311	109.95	9.03	9.29
(Skyhawk)	12893	6501	196.62	1.43	.82
(Skylark)	8895	10381	85.26	.98	1.32
(Century)	17627	12464	139.55	1.95	1.58
(Regal)	17678	19231	90.88	1.96	2.44
(Riviera)	3756	3870	95.58	.42	.49
CADILLAC	27717	23780	114.48	3.07	3.01
(Cimarron)	1452	1669	86.22	.16	.21
(Eldorado)	5859	5412	106.34	.65	.68
(Seville)	2381	2449	120.05	.33	.31
CHEVROLET	147242	120127	121.27	16.30	15.22
(Chevette)	13948	14561	94.98	1.54	1.85
(Celebrity)	29911	14755	202.87	3.31	1.84
(Cavalier)	55082	25041	159.25	3.69	3.17
(Camaro)	20147	16493	120.77	2.23	2.09
(Citation)	8932	7648	117.15	1.00	.97
(Corvette)	2174	2451	87.43	.24	.31
(Monte Carlo)	10252	8081	125.26	1.13	1.02
GM BENDULET	93804	85946	107.50	10.39	10.89
(Omega)	4055	5395	74.72	.45	.68
(Firenza)	6328	4450	140.76	.70	.56
(Cutlass Ciera)	23302	16187	142.37	2.58	2.05
(Cutlass)	24958	27523	89.14	2.76	3.49
(Toronado)	3528	3057	112.01	.39	.39
PONTIAC	64469	47275	136.56	7.14	5.99
(1000)	2765	2812	97.40	.31	.36
(2000 Sunbird)	12829	8481	149.97	1.42	1.07
(6000)	11862	7760	151.01	1.31	.98
(Phoenix)	1710	2097	80.73	.19	.27
(Bonneville)	6116	7494	79.49	.67	.95
(Firebird)	3147	7748	124.30	1.08	.98
(Fiero)	7848	-	-	.87	-
GEN MTRS CORP	414907	350437	116.86	45.93	44.40
Misc Domestic	20	50	40.00	-	.01
Other Import	215211	209261	102.25	23.82	26.40
U S TOTAL	903134	789016	113.10		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% MKT		YEAR END
	1984	1983		1984	1983	1983
AMC	108708	111335	96.98	1.84	2.21	190797
(Alliance)	55997	77295	71.90	.95	1.54	126076
(Encore)	41094	-	-	.69	-	15757
(Eagle)	11617	17691	65.44	.20	.35	30570
CHRYSLER	178079	143446	122.26	3.01	2.84	254175
(Laser)	31638	-	-	.53	-	9518
(Le Baron)	56834	47337	118.36	.95	.94	79464
(E/NY/5 RV/NPT)	89410	86429	101.70	1.52	1.71	153508
DODGE	233369	210907	109.74	3.94	4.18	362192
(Daytona)	25148	-	-	.44	-	7412
(Colt/Vista)	20889	20209	102.91	.35	.40	40527
(Conq/Challenger)	2444	9674	25.08	.04	.19	14032
(Omni)	68303	51858	130.85	1.16	1.03	94550
(Aries)	67030	74420	89.10	1.13	1.48	117988
(Diplomat)	13852	15321	99.54	.23	.30	20857
(Dodge 400/600)	34703	36174	95.23	.59	.72	61981
PLYMOUTH	188781	187637	99.41	3.19	3.72	306194
(Colt/Vista)	18680	17782	104.50	.32	.35	35647
(Conq/Sapporo)	2121	8049	26.23	.04	.16	11863
(Horizon)	71852	50557	140.46	1.21	1.00	91866
(Reliant)	86944	100995	85.03	1.46	2.01	154679
(Gran Fury)	9184	10154	86.75	.16	.20	12139
CHRYSLER COSP	600229	541990	109.48	10.14	10.74	922561
FORD	739205	576394	126.78	12.49	11.42	1034732
(Escort)	214387	219012	97.34	3.62	4.34	343893
(Fairmont)	-	43131	-	-	.85	46869
(Tempo)	145989	22426	644.81	2.47	.44	124060
(LTD)	212637	167475	124.83	3.59	3.32	280961
(Mustang)	76504	68917	109.54	1.29	1.37	113957
(T'Bird)	89588	55433	159.50	1.52	1.10	124992
LINCOLN	80260	53056	147.68	1.36	1.05	97208
(Mark VI & VII)	19626	16310	117.55	.34	.32	26353
MERCURY	296776	216948	134.81	5.01	4.30	395041
(Zephyr)	-	12621	-	-	.25	13361
(Topaz)	42605	6820	620.38	.72	.14	36106
(Cougar)	65901	34193	188.90	1.11	.68	80388
(Capri)	11021	13644	79.85	.19	.27	22951
(Lynx)	37880	52438	71.98	.64	1.03	83679
LINC/MERC DIV	377056	270004	137.34	6.37	5.35	492247
FORD MOTOR CO	1116241	846398	130.15	18.86	16.77	1526978
BUICK	533563	481888	114.12	9.01	9.15	818258
(Skyhawk)	71165	44079	160.17	1.20	.87	71501
(Skylark)	60239	63103	94.77	1.02	1.25	100213
(Century)	118412	72037	162.83	2.00	1.43	146211
(Regal)	116275	131972	87.12	1.95	2.62	226966
(Riviera)	29823	25840	113.43	.50	.51	51123
CADILLAC	176655	160991	108.30	2.98	3.19	291552
(Cimarron)	10307	11704	87.41	.17	.23	19124
(Eldorado)	38658	36202	105.31	.65	.72	69487
(Seville)	20148	16440	121.35	.34	.33	32501
CHEVROLET	946313	741897	126.28	15.00	14.69	1310503
(Chevette)	106648	104346	101.61	1.80	2.07	176053
(Celebrity)	193394	82304	232.88	3.27	1.63	172350
(Cavalier)	214672	131925	161.70	3.63	2.60	249697
(Camaro)	119073	100258	117.12	2.01	1.99	175690
(Citation)	61411	62909	97.20	1.04	1.25	92126
(Corvette)	16330	13858	115.88	.28	.27	26037
(Monte Carlo)	78785	53960	143.97	1.33	1.07	102628
OLDSMOBILE	653257	546349	117.70	11.04	10.82	971229
(Omega)	27540	33089	82.92	.47	.66	49581
(Firenza)	35564	26791	131.21	.60	.53	43898
(Cutlass Ciera)	151470	91140	164.86	2.56	1.81	185756
(Cutlass)	205043	181519	111.24	3.47	3.58	319074
(Toronado)	23309	20568	109.47	.39	.41	39101
PONTIAC	408046	283845	141.67	6.89	5.62	536404
(1000)	16122	20033	79.52	.27	.40	33710
(2000 Sunbird)	72844	50176	143.64	1.23	.99	85435
(6000)	73195	44533	162.73	1.24	.88	69890
(Phoenix)	8742	16818	51.37	.15	.33	24619
(Bonneville)	41641	44597	92.06	.70	.88	81998
(Firebird)	60261	52222	113.62	1.02	1.04	90859
(Fiero)	58997	-	-	1.00	-	18038
GEN MTRS CORP	2717835	2194970	122.26	45.92	43.47	3927944
Misc. Domestic	160	443	36.12	-	.01	617
Other Import	1375626	1352737	100.73	23.24	26.80	2355288
U.S TOTAL	5918799	5047873	115.88			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	16602	10.55	241332	144585	164.64	10.48	8.90
Plymouth	7305	2.11	46696	5530	838.39	2.02	.34
Ford	97936	28.22	668781	518521	126.34	28.99	31.92
Chevrolet	93929	27.07	638772	497094	125.79	27.68	30.61
G M C	26453	7.62	173005	139752	120.62	7.50	8.61
I H	5743	1.65	33667	26314	125.98	1.46	1.62
Jeep Truck	11909	3.43	80421	38438	205.79	3.49	2.37
Mack/Midliner	2360	.68	13228	8382	157.80	.57	.52
Kenworth	1035	.30	7568	3662	205.90	.33	.23
Peterbilt	1136	.33	7011	3723	186.41	.30	.23
Daimler Benz Corp	1487	.43	9662	7379	130.93	.42	.45
Volvo White	773	.22	5635	2575	218.64	.24	.16
Western Star	52	.01	308	170	181.18	.01	.01
Miscellaneous	60305	17.38	381495	227863	165.32	16.53	14.03
U S Total	347025		2307582	1624008	139.51		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	160522	80810	-	-	-	-	-	-
(Dodge 1)	115428	50865	-	-	-	-	-	-
Plymouth *	46595	101	-	-	-	-	-	-
Ford	186218	454323	-	-	-	7052	14483	6725
(Ford 2)	182536	148867	-	-	-	-	-	-
Chevrolet	323208	285353	21837	-	129	3137	4793	315
(Chev 3)	221564	117022	-	-	-	-	-	-
G M C	15488	78296	734	-	1139	3022	7385	6937
(G M C 4)	46831	28650	-	-	-	-	-	-
I H	-	-	-	-	-	9564	8153	15950
Jeep Truck	68468	11953	-	-	-	-	-	-
(Jeep 5)	68468	9882	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1927	328	10973
Kenworth	-	-	-	-	-	-	-	7568
Peterbilt	-	-	-	-	-	-	-	7011
Daimler-Benz Corp	-	-	-	-	-	735	442	8485
Volvo White	-	-	-	-	-	-	732	4903
Western Star	-	-	-	-	-	-	-	308
Miscellaneous	375854	4406	119	404	-	37	70	605
Total	1236353	915242	22695	404	1268	25454	36386	69780
1983 Total	853958	669432	8460	181	313	23049	27390	41225
1984 vs '83	142.45	133.65	268.11	227.20	405.11	108.55	131.01	167.90

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon.
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE STATE OF LOUISIANA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	17652	.29	20209	.40
Dodge Colt Vista SW	2627	.05		
Dodge Conquest	1401	.03		
Dodge Challenger	543	.01	9574	.19
Plymouth Colt	15320	.26	17782	.35
Plymouth Colt Vista SW	3160	.06		
Plymouth Conquest	1741	.03		
Plymouth Sapporo	160	.01	8049	.16
Total Domestic Sponsored Imports	45905	.74	55714	1.10
OTHER IMPORTS				
Isuzu	11452	.19	10307	.20
Nissan	268307	4.55	304543	6.03
Honda	276761	4.68	222054	4.40
Mazda	94822	1.62	93153	1.96
Mercedes Benz	44365	.75	40888	.81
Renault	7834	.13	19732	.39
Subaru	81947	1.38	83198	1.65
Toyota	376582	6.68	315900	6.28
Volkswagen	47647	.55	79791	1.58
Volvo	59940	1.01	54542	1.08
Others	160138	2.71	121829	2.41
Total Other Imports	1575626	23.24	1352737	26.80
GRAND TOTAL ALL IMPORT CARS	1621531	24.03	1408451	27.90

NEW IMPORTED LIGHT TRUCKS
(LEADING MAKES (0-10,000 LBS))

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.			2089	.15
Dodge RAM 50	24455	1.06	15357	.95
Ford Courier			8771	.54
Plymouth Arrow			754	.05
Total Domestic Sponsored Imports	24455	1.06	26972	1.66
OTHER IMPORTS				
Isuzu	21582	.93	11877	.73
Nissan	115841	5.02	68453	4.22
Mazda	65586	2.82	36472	2.25
Subaru	2546	.12	3442	.21
Toyota	151595	6.56	89995	5.54
Volkswagen	11824	.51	11676	.72
Others	9677	.42	5240	.32
Total Other Import Trucks	378261	16.39	227155	13.98
GRAND TOTAL ALL IMPORT TRUCKS	402716	17.45	254127	15.64

NEW DOMESTIC LIGHT TRUCKS
(0-8,000 LBS)

CHEVROLET S10	111030	4.81	105180	6.44
DODGE RAMPAGE	5542	.26	6760	.42
FORD RANGER	127775	5.54	104167	6.41
GMC S15	24493	1.06	24099	1.48

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10828234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8780917	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. # 1-84

JULY 1984 ISSUED 09/84

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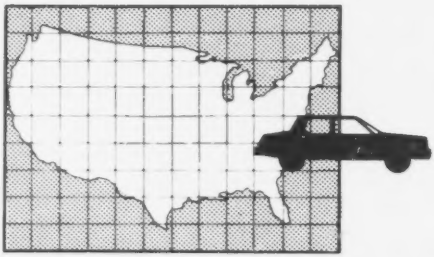

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- What are the demographic characteristics of the new Thunderbird purchasers?

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Tel. (313) 292-3200

C7715-3A

AUGUST
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '84 vs '83	% INC	
	1984	1983		1984	1983
AMC	12719	10846	117.26	1.47	1.40
(Alliance)	6770	8069	83.94	.78	1.04
(Encore)	4855	-	-	.57	-
(Eagle)	1094	1985	55.06	.12	.25
CHRYSLER	27604	21184	129.87	3.24	2.74
(Laser)	4200	-	-	.49	-
(Le Baron)	8578	6371	133.86	1.01	.82
(E/NY/S Rv/NPT)	15018	14030	105.62	1.76	1.82
DODGE	31308	29783	104.65	3.69	3.85
(Daytona)	3394	-	-	.40	-
(Colt/Vista)	3834	4046	94.19	.45	.52
(Conq/Challenger)	292	1448	20.10	.03	.19
(Omni)	9820	8768	111.63	1.16	1.12
(Aries)	6658	8008	82.88	.78	1.04
(Diplomat)	2604	2136	120.55	.31	.28
(Dodge 400/600)	4705	5012	93.46	.55	.65
PLYMOUTH	23457	24142	96.66	2.76	3.12
(Colt/Vista)	3410	3736	90.74	.40	.48
(Conq/Sapporo)	270	1234	21.64	.03	.16
(Horizon)	10025	7962	125.41	1.18	1.03
(Reliant)	8516	10552	80.29	1.00	1.36
(Gran Fury)	1246	658	185.71	.15	.09
CHRYSLER CORP	82579	75114	109.20	9.70	9.71
FORD	102110	89572	119.32	11.98	10.94
(Escort)	30039	24265	123.46	3.53	3.13
(Fairmont)	-	1459	-	-	.19
(Tempo)	20635	16922	120.56	2.42	2.19
(LTD)	28267	19224	144.18	3.32	2.49
(Mustang)	11184	8743	126.57	1.31	1.13
(T'Bird)	11925	13979	84.19	1.40	1.81
LINCOLN	12311	6932	173.30	1.45	.90
(Mark VI & VII)	1366	2450	78.98	.24	.32
MERCURY	43356	35312	120.82	5.09	4.56
(Zephyr)	-	270	-	-	.03
(Topaz)	5798	5471	105.15	.68	.71
(Cougar)	9766	9332	102.50	1.15	1.20
(Capri)	1347	1735	76.83	.16	.22
(Lynx)	5120	7235	70.49	.60	.94
LINC/MERC DIV	55667	42244	123.43	6.54	5.46
FORD MOTOR CO	157777	126816	122.69	18.52	16.40
BUICK	79111	68854	113.30	9.29	8.90
(Skyhawk)	12628	6011	207.87	1.48	.78
(Skylark)	7392	7827	93.52	.87	1.01
(Century)	17694	13779	127.06	2.08	1.78
(Regal)	16282	17716	90.62	1.91	2.29
(Riviera)	3705	3746	96.90	.44	.48
CADILLAC	26275	23746	109.17	3.08	3.07
(Cimarron)	1584	1492	104.29	.19	.19
(Eldorado)	5553	5770	94.78	.65	.75
(Seville)	2676	2475	107.19	.31	.32
CHEVROLET	129384	115306	111.78	15.28	14.93
(Chevette)	13466	14055	95.34	1.58	1.82
(Celebrity)	25504	16221	156.37	3.01	2.10
(Cavalier)	33414	23909	139.08	3.94	3.10
(Camaro)	18841	15130	119.95	2.15	1.96
(Citation)	5373	5400	99.11	.63	.70
(Corvette)	2140	2624	80.37	.25	.34
(Monte Carlo)	8920	7946	111.07	1.05	1.03
OLDSMOBILE	85795	77894	108.51	10.07	10.07
(Omega)	2906	3906	73.94	.34	.51
(Firenza)	5705	3339	169.93	.67	.43
(Cutlass Ciera)	21493	16823	126.87	2.52	2.18
(Cutlass)	20855	24444	84.14	2.45	3.15
(Toronado)	3386	2834	115.17	.40	.37
PONTIAC	55144	47200	121.34	6.34	6.10
(1000)	2404	3016	78.88	.28	.39
(2000 Sunbird)	12056	7524	158.57	1.42	.97
(6000)	9623	8621	110.58	1.13	1.12
(Phoenix)	1214	1712	70.09	.14	.22
(Bonneville)	5303	7745	67.73	.62	1.00
(Firebird)	9336	7413	125.51	1.10	.96
(Fiero)	8102	-	-	.95	-
GEN MTRS CORP	380309	333000	112.87	44.66	43.07
Misc. Domestic	24	38	71.05	-	-
Other Import	218704	227598	95.77	25.63	29.42
U S TOTAL	851715	773362	108.99		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
AMC	121427	122181	98.76	1.79	2.10	190797
(Alliance)	62767	85363	73.02	.92	1.47	126076
(Encore)	45949	-	-	.68	-	15757
(Eagle)	12711	19676	64.39	.19	.34	30570
CHRYSLER	205883	164635	123.24	3.04	2.83	254175
(Laser)	25838	-	-	.53	-	3515
(Le Baron)	65412	53708	120.28	.97	.92	79464
(E/MY/S RV/NET)	104428	100459	102.25	1.54	1.73	153508
DODGE	264677	240690	109.11	3.92	4.13	362192
(Daytona)	23542	-	-	.44	-	7412
(Colt/Vista)	24723	24255	101.46	.37	.42	40527
(Conq/Challenger)	2736	11122	24.43	.04	.19	14032
(Omni)	78123	60626	128.87	1.16	1.04	94960
(Aries)	73688	82428	88.50	1.09	1.41	117988
(Diplomat)	16456	17457	93.33	.24	.30	20857
(Dodge 400/600)	39409	41186	95.68	.58	.71	61981
PLYMOUTH	212148	211179	99.10	3.13	3.64	306194
(Colt/Vista)	22090	21518	102.11	.33	.37	35647
(Conq/Sapporo)	2391	9283	25.62	.04	.16	11863
(Horizon)	81877	58619	138.41	1.21	1.01	91866
(Reliant)	95460	111547	84.58	1.40	1.91	154679
(Gran Fury)	10430	10812	92.78	.15	.19	12139
CHRYSLER CORP	682808	617104	109.44	10.09	10.60	922561
FORD	841315	660966	125.83	12.43	11.36	1034732
(Escort)	244486	243271	99.95	3.61	4.18	343843
(Fairmont)	-	44570	-	-	.77	46864
(Tempo)	166624	39748	419.16	2.46	.68	124060
(LTD)	240904	186699	126.83	3.56	3.21	280961
(Mustang)	87688	77660	111.46	1.30	1.33	113957
(T'Bird)	101613	69412	144.33	1.50	1.19	124892
LINCOLN	92571	59388	150.64	1.37	1.03	97206
(Mark VI & VII)	21592	18760	112.52	.32	.32	26353
MERCURY	340132	252260	132.85	5.02	4.33	395041
(Zephyr)	-	12891	-	-	.22	13361
(Topaz)	48403	12293	390.99	.71	.21	36106
(Cougar)	75667	43525	170.37	1.12	.75	80388
(Capri)	12368	15379	79.51	.18	.26	22951
(Lynx)	43000	59673	71.80	.64	1.03	83679
LINC/MERC DIV	432703	312248	136.27	6.39	5.36	492247
FORD MOTOR CO	1274018	973214	129.18	18.82	16.72	1526979
BUICK	612674	530742	114.01	9.05	9.12	818256
(Skyhawk)	83793	50090	165.90	1.24	.86	71501
(Skylark)	67631	70330	94.63	1.00	1.22	100213
(Century)	136106	85816	157.08	2.00	1.47	146211
(Regal)	170557	149688	81.53	1.46	2.58	226956
(Riviera)	11529	29587	111.34	.50	.51	51123
CADILLAC	202931	184757	108.41	3.00	3.17	291552
(Cimarron)	11891	13196	89.32	.18	.23	19124
(Eldorado)	44211	41972	103.87	.65	.72	69487
(Seville)	22824	18815	119.50	.34	.32	32501
CHEVROLET	1076297	957203	124.33	15.84	14.72	1310503
(Chevette)	120114	118401	100.86	1.77	2.03	176053
(Celebrity)	218998	98525	220.28	3.23	1.69	172350
(Cavalier)	248085	155834	158.23	3.66	2.69	249697
(Camaro)	137414	115386	117.49	2.03	1.98	175696
(Citation)	66784	63704	97.35	.99	1.17	92126
(Corvette)	18470	16482	110.22	.27	.28	26047
(Monte Carlo)	87705	81906	139.75	1.30	1.06	102628
OLDSMOBILE	739052	624243	116.56	10.92	10.72	971229
(Omega)	30545	36995	81.97	.45	.64	44081
(Firenza)	41269	30130	135.50	.61	.52	43896
(Cutlass Ciera)	172969	107953	158.94	2.55	1.85	185756
(Cutlass)	225899	205963	108.03	3.35	3.57	319074
(Toronado)	26697	23402	110.23	.39	.40	39101
PONTIAC	467190	331045	139.15	6.90	5.69	536404
(1000)	18526	23349	79.27	.27	.40	33710
(2000 Sunbird)	84900	57700	145.59	1.25	.99	85435
(6000)	83018	53154	154.27	1.23	.91	89890
(Phoenix)	9956	18530	53.10	.15	.32	24619
(Bonneville)	46944	52342	88.46	.69	.90	81948
(Firebird)	69657	59635	115.10	1.03	1.03	90859
(Fiero)	67099	-	-	.99	-	18038
GEN MTRS CORP	3098144	2527970	121.02	45.76	43.42	3927944
Misc. Domestic	187	481	38.88	-	.01	617
Other Import	1597130	1580285	99.94	23.54	27.15	2355288
U S TOTAL	6770514	5821235	114.95			8924185

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	31704	9.61	273036	164520	163.57	10.35	8.77
Plymouth	4623	1.40	51319	6231	818.14	1.95	.33
Ford	92065	27.92	760842	534009	125.48	28.84	31.62
Chevrolet	87737	26.59	726609	573010	124.19	27.55	30.51
G.M.C.	26601	8.06	199607	160879	120.91	7.57	8.57
IH	7236	2.19	40303	31331	128.88	1.55	1.67
Jeep Truck	10660	3.23	91091	43411	206.50	3.45	2.31
Mack/Midliner	1910	.58	15138	9564	157.83	.57	.51
Kenworth	1048	.32	8516	4127	208.22	.33	.22
Peterbilt	1091	.33	8102	4271	188.04	.31	.23
Daimler-Benz Corp.	1494	.45	11156	8197	136.09	.42	.44
Volvo White	631	.19	6266	2927	213.31	.24	.16
Western Star	37	.01	345	197	175.13	.01	.01
Miscellaneous	63082	19.12	444577	275176	159.60	16.86	14.65
U. S. Total	329915		2637497	1877947	137.94		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	181503	91533	-	-	-	-	-	-
(Dodge 1)	130747	57699	-	-	-	-	-	-
Plymouth *	51213	106	-	-	-	-	-	-
Ford	214068	514041	-	-	-	8182	16835	7716
(Ford 2)	210316	166537	-	-	-	-	-	-
Chevrolet	363319	322175	2470 3	-	155	4029	5725	403
(Chev. 3)	253583	132813	-	-	-	-	-	-
G.M.C.	86878	69544	979	-	1913	3738	8473	7982
(G.M.C 4)	53703	33209	-	-	-	-	-	-
I.H.	-	-	-	-	-	12834	9660	18409
Jeep Truck	77680	13401	-	-	-	-	-	-
(Jeep 5)	77680	11126	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2209	394	12535
Kenworth	-	-	-	-	-	-	-	8516
Peterbilt	-	-	-	-	-	-	-	8102
Daimler-Benz Corp.	-	-	-	-	-	862	525	9769
Volvo White	-	-	-	-	-	-	833	5427
Western Star	-	-	-	-	-	-	-	345
Miscellaneous	437956	5129	160	455	-	53	102	722
Total	1418617	1036029	25842	455	2068	31907	42551	80026
1983 Total	995105	763884	11235	214	360	28769	31547	46781
1984 vs '83	140.32	132.63	229.89	212.62	574.44	109.21	132.86	169.50

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager Fuli

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer Supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data

REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

REGISTRATIONS FOR THE STATE OF LOUISIANA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	20286	.33	24255	.42
Dodge Colt Vista SW	4437	.07	-	-
Dodge Conquest	2180	.03	-	-
Dodge Challenger	556	.01	11122	.19
Plymouth Colt	17367	.27	21518	.37
Plymouth Colt Vista SW	4123	.06	-	-
Plymouth Conquest	2001	.03	-	-
Plymouth Sapporo	390	.01	9283	.16
Total Domestic Sponsored Imports	56359	.83	66178	1.14
OTHER IMPORTS				
Isuzu	13316	.20	12646	.22
Nissan	314895	4.65	354184	6.08
Honda	321567	4.75	258355	4.44
Mazda	105384	1.56	114309	1.96
Mercedes-Benz	48933	.72	47566	.82
Renault	9011	.13	23410	.40
Subaru	94765	1.40	97728	1.68
Toyota	328138	4.85	372278	6.40
Volkswagen	110803	1.64	92665	1.59
Volvo	67815	1.00	62961	1.08
Others	179236	2.65	144083	2.48
Total Other Imports	1593330	23.54	1580285	27.15
GRAND TOTAL ALL IMPORT CARS	1650289	24.37	1646463	28.28

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	2485	.13
Dodge RAM 50	29089	1.10	18797	1.00
Ford Courier	-	-	8964	.47
Plymouth Arrow	-	-	797	.04
Total Domestic Sponsored Imports	29089	1.10	30943	1.65
OTHER IMPORTS				
Isuzu	25210	.96	14111	.75
Nissan	131415	4.98	84178	4.48
Mazda	75531	2.86	43269	2.30
Subaru	3235	.12	3861	.21
Toyota	180705	6.85	109037	5.81
Volkswagen	13282	.50	13623	.73
Others	11582	.45	6145	.33
Total Other Import Trucks	440760	16.71	274224	14.60
GRAND TOTAL ALL IMPORT TRUCKS	469849	17.81	305167	16.25

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	126762	4.81	119382	6.39
DODGE RAMPAGE	6890	.26	7514	.40
FORD RANGER	146019	5.54	118749	6.32
GMC S15	28198	1.07	27341	1.46

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1974	8701094	2656918
#1975	8261840	2397417
#1976	9791465	3058009
#1977	10826234	3503328
#1978	10945104	3963140
#1979	10356695	3472209
#1980	8760937	2476737
#1981	8443919	2185499
#1982	7754342	2430471
#1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

AUGUST 1984 ISSUED 10/84

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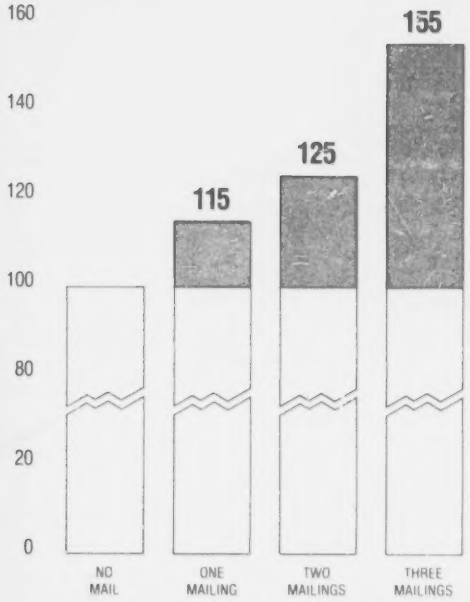
CONSIDERATION...



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